

Jerimark Associates

Management Consultants

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JOHN G. CHRISTIAN

RICHARD M. WARTES

April 19, 1967

Mr. Harold Weisberg
Hyattstown, Maryland

Dear Hal:

Harv tells me your New Orleans treatise is about to hit the presses. Congratulations; please find a check to cover the cost of sending along several copies when they roll off.

The attached letter is from a key operative within Columbia Pictures, John Polando, Chief Publicist of their Western States division. John's endorsement could give us an excellent entre.

A proposed submittal - which will include statistical data to support box office potential - will advocate a joint venture development of our contemplated project. Generally speaking I propose the following:

1. Formation of a primary "braintrust", consisting of myself, you, Harv, and whomever else necessary and available to develop overall policy. This nucleus will be formalized into a business entity involving a Limited Partnership, with equity distributed as warranted and needed.
2. Primary effort will be focused on (my) preparation of a Prospectus/Proposal for submission to Columbia and others. The Proposal will involve details of a motion picture and (concurrent) long-play album set. TV and radio can become hybrids of the aforementioned.
3. Our thrust should be couched in an academic setting. The Law Departments of either a University or College should prove approachable to act as an "advisory commission" to the project. As an example, San Francisco State College has exhibited the kind of continuing enthusiasm on the matter that we require. And, we have immediate access. I propose to expedite their interest through a "grant" within our total budget.

Harold Weisberg - page #2

Quite naturally, your expertise will be the focal point of our production effort. The complexity of the story will require strict supervision of both outline and continuity. I propose that your presence be made available for at least 90 to 120 days during production, out here in San Francisco, the ideal home base of operations.

The aforementioned should suffice for your impressions and consideration, at least before I attempt to followthrough with Columbia or anyone else. Please understand I have no illusions about the magnitude about the task at hand. At best it will be impossible to pull off. But it's worth a good whack.

Harv also tells me that you have had a recent anniversary. Your wife must be some fantastic kind of woman if measured only by her incredible feats of typing. I won't be so cruel as to comment on your own typing capacity.....but thank God for your ability at oral communication.

Best Personal Regards,

John G. Christian

JGC/bm

cc: Harv Morgan
John Polando